INDEX TO DUN'S REVIEW AND MODERN INDUSTRY

JANUARY 1966 – JUNE 1966, VOLUME 87, NUMBERS 1 – 6

TITLES OF ARTICLES AND OF DEPARTMENTAL ITEMS LISTED UNDER ALPHABETICAL SUBJECT INDEX.

KEY TO DEPARTMENTAL ITEMS:
(L) The Labor Front
(s) Sales & Marketing
(i) Executive Investor

– A –

AUTOMATION
Automation and White Collar Unionism (L) Jan. 59
Automation Debate (L) Mar. 59

– B –

BUSINESS
Business and Vietnam Apr. 40

– C –

COMPANIES
The Unique Fabricator Feb. 41
Lear-Siegler's Fast Mover Feb. 63
Entrepreneur in Ireland Feb. 65
The Big Change at U.S. Steel Mar. 36
Booms, Rails and ACF Mar. 49
Friend of Batman Mar. 51
Comeback at Carborundum Apr. 36
Warner-Lambert's New Math Apr. 49
The Management of Litton Industries May 32
Anatomy of an Acquisition May 34
Wizard of the Warehouse May 49
The House That Jim Built (s) May 51
Rockwell-Standard's Jet-Age Management June 28
The Man from UNCARB June 46
Fortune in Flapjacks (s) June 53

– D –

DISTRIBUTION
Distribution's Endless Route Part II Mar. 134

– E –

ECONOMICS
Is There Inflation Ahead? Feb. 38
CDs: "X" Factor in the Economy? Feb. 44

EXECUTIVES
Memo From An Angry Business Writer Jan. 38
The Big, Booming Executive Market Feb. 47
The Problem of Executive Dropout Apr. 34
Where Are Tomorrow's Executives? June 36

EXPORTS
New York's Novel Export Plan Feb. 55

– G –

GOVERNMENT
A Talk With Paul Rand Dixon Jan. 44
Business and Vietnam Apr. 40
The Idealistic Industrialist June 46

– I –

INDUSTRIES
Natural Gas Fights Back (s) Feb. 67
The New Wonders of Wood Mar. 42
The Rising Tide of Water Pollution Part II Mar. 138
Railroads: On the Express Track Part II May 115
Trucking: Rounding a New Bend Part II May 118
Air Cargo: The Ceiling Lifts Part II May 120
Air Cargo: Where the Action Is Part II May 123
Shipping: Storm Signals Lowering Part II May 125
Barge Lines: Catching the Crest Part II May 128
Pipelines: Coming of Age Part II May 140

INVESTMENT
A Second Look at Municipal Bonds Mar. 45
Investing In A Local Bank? May 36

– L –

LABOR
Automation and White Collar Unionism (L) Jan. 59
Automation Debate (L) Mar. 59
New Life for USES (L) Apr. 57

– M –

MANAGEMENT
Management's Rule-Breakers Jan. 34
Age of the Intuitive Manager Jan. 42
Tex Cook vs. the Status Quo Jan. 51
A Guide to Management Services Part II Jan. 101
The Dangerous Supervisory Gap Feb. 57
Management Concepts: Fads and Fancies Mar. 47
Business, Management – and Creative Thinking May 45
Rockwell – Standard's Jet-Age Management June 28

MARKETING
A Familiar Face Gets Lifted (s) Jan. 55
Sifting Statistics (s) Jan. 55
Natural Gas Fights Back (s) Feb. 67
The Changing Face of Marketing Apr. 46
How To Make A Name (s) Apr. 51
Marketing's Mobile Persuaders June 38

MARKETS
The High-Pressure Market in Auto Safety May 43
Profits Under the Sea June 32

MERGERS AND ACQUISITIONS
The Pitfalls of Acquisitions June 34

– O –

OFFICE
Transformation In the Office Part II Mar. 124

-P-

PACKAGING

Containers: The Boom Begins — Part II May 113

PERSONALITIES

Entrepreneur in Ireland — Feb. 65
Friend of Batman — Mar. 51
Warner-Lambert's New Math — Apr. 49
Wizard of the Warehouse — May 49
The Idealistic Industrialist — June 46

PLANT

Special Report on Industrial Facilities — Part II March
The Quest for the Efficient Plant — 103
Management's Critical Choice: To Build or Modernize — 104
Corporate Goals & the Outside Expert — 108
Site Selection: Industrial Gamesmanship — 110
The Plant Moves House — 114
The Conquest of Inner Space — 121
Transformation in the Office — 124
The High-Powered Drive in Material Handling — 128
Utilities: Production's Lifeline — 130
Distribution's Endless Route — 134
The "Critical Path" to Management Control — 137
The Rising Tide of Water Pollution — 138
Voice of Industry — 165
Service-Product Listings — 235

-S-

SALES AND SALESMANSHIP

The Billion-Dollar Proposal Industry — Jan. 40
Can New Salesmen be Tested? — Mar. 40
Lloyd Noland's Private Empire (s) — Mar. 55
The Controversy in Sales Quotas — May 47

STOCKS

Ten Best Groups This Year (i) — Jan. 93
"Comeback" Stocks (i) — Feb. 97
Bank Issues (i) — Feb. 97
Cyclical Stocks (i) — Mar. 91
The Case for Convertibles — Apr. 43
Blue Chips at Fair Prices (i) — Apr. 111
Electric Utility Stocks (i) — May 85
Ten Stocks To Watch (i) — June 97

-T-

TECHNOLOGY

The Maze in New Technology — Jan. 46
The New Wonders of Wood — Mar. 42
The Fever in Pyrogenics — Apr. 30
Which Way for the Foreman? — Apr. 45
New Surge for Microelectronics — June 40

TRANSPORTATION

Special Report on Transportation — Part II May
Introduction: The Year of the Carrier — 103
Management: More Room at the Top — 104
R & D: The Wondrous World of Tomorrow — 106
The White House: New Traffic Center — 110
Containers: The Boom Begins — 113
Railroads: On the Express Track — 115
Trucking: Rounding a New Bend — 118
Air Cargo: The Ceiling Lifts — 120
Air Cargo: Where the Action Is — 123
Shipping: Storm Signals Lowering? — 125
Barge Lines: Catching the Crest — 128
Private Carriage: The Flourishing Stepchild — 133
Leasing: All Systems Go — 136
Pipelines: Coming of Age — 140
Moving the Mobile American — 142
Service-Product Listings — 245

COMPANY INDEX

KEY: (x) Company Story

– A –

ACF Industries: May p. 117, 173, 210 (x)
Acme Laundry: May p. 135
Aero Mayflower Transit: May p. 144
Aerojet – General Corp: Jan. p. 72
Air Products & Chemicals: May p. 135; June p. 76
Air Transport: May p. 107
Airlift International: May p. 121
All State Welding Alloys: May p. 74
Allis Chalmers Manufacturing: Jan. p. 72; Mar. 223
Alpha Portland Cement: Mar. p. 194
Aluminum Casting & Engineering: Mar. p. 196
Aluminum Co. of America: May p. 205; June p. 85
Amerace Corp.: Jan. p. 48
American Airlines: May p. 120
American Can: Jan. p. 47
American Car and Foundry: Mar. p. 49, 50
American Chicle: Apr. p. 49
American Commercial Lines: May p. 148, 149, 158
American Cyanamid: Mar. p. 44, 138
American Export Isbrandtsen: May p. 113 127, 241, 242
American Metal Climax: Apr. p. 106
American Novawood: Jan. p. 48
American Plywood: May p. 209
American President Lines: May p. 127, 233, 242
American Safety Equipment: May p. 44
American Smelting & Refining: Mar. p. 91
American Standard: May p. 48
American Trucking: May p. 186
AMP: June p. 97
Amperex Electronic: June p. 45
Anheuser-Busch: Apr. p. 111
Ansonia Mills: June p. 47, 50
Apple River Chemical: Apr. p. 90
Armstrong Rubber: May p. 79, 80
Atlantic Refining: Mar. p. 91
Atlas Van Lines: May p. 144
Automatic Canteen of America: Mar. p. 198
Avis: May p. 138
A.W. Chesterton: Mar. p. 64

– B –

Babcock & Wilcox: Apr. p. 32
Bank of America: Feb. p. 99
Basic Construction: Mar. p. 55
Bendix: May p. 78
Berman Leasing: May p. 138, p. 184
Biggs Antique: Mar. p. 57
Boeing: Jan. p. 41; May p. 107, 122, 170, 190; June p. 86
Borden: Apr. p. 111
Braniff Airways: May p. 122
Breit Engineering of New Orleans: May p. 157
Budd: May p. 159
Burlington Railroad: May p. 159
Burnham Van Service: May p. 142
Butler Manufacturing: Mar. p. 228

– C –

Carborundum: Mar. p. 224; Apr. p. 37, 39, 105, 106, 108, 109 (x)
Carborundum Metal Climax: Apr. p. 106
Caribbean Barge: May p. 157
Carlisle Tire & Rubber: Mar. p. 212
Carnation: May p. 135
Celanese: May p. 135, 196
Celotex: May p. 51
Chase Manhattan Bank: Feb. p. 99
Chicago Burlington & Quincy Railroad: May p. 104
Chicago Display: May p. 223
Chrysler: Mar. p. 43, 148; May p. 160
Citizen's & Southern Bank: Feb. p. 99
CIT Service Leasing: May p. 138
Collins Radio: Mar. p. 152
Columbian Carbon: May p. 205
Cone Mills: Mar. p. 138
Consolidated Freighting: May p. 183, 184
Container Transport International: May p. 211, 241
Continental Telephone: Jan. p. 34, 84, 85
Corning Glass Works: June p. 33
Crown Zellerbach: Mar. p. 84
Curtis Machine: Apr. p. 106

– D –

Daniel Construction: Mar. p. 132
Davidson Rubber: May p. 44
Dearborn Chemical: June p. 78
Delaware and Hudson Railroad: May p. 158
Delta Air Lines: May p. 190
Dennison Manufacturing: May p. 76
Denver Chicago, Helms Express: May p. 114
Denver Chicago Trucking: May p. 118, 239
D.H. Overmyer: May p. 49
Dickerson Structural Concrete: Mar. p. 224
Distiller Corp-Seagrams: Apr. p. 111
Douglas Aircraft: Jan. p. 41; May p. 122; 170, 190
Dow Chemical: Mar. p. 226; June p. 76
Doyle Dane Bernbach: Mar. p. 92
Dravo Corp.: May p. 152
Drexel Enterprises: Mar. p. 84
Duffy-Mott: Feb. p. 97
Dupont: Mar. p. 81, 137, 184, 207

– E –

Eastern Air Lines: May p. 76
Eastern Isles: Mar. p. 131
Eastman Kodak: June p. 45
E.D. Jones: Mar. p. 228
Edwin A. Link: June p. 76
El Paso Natural Gas: May p. 212
Emery Air Freight: May p. 47, 76
Esskay Manufacturing: Mar. p. 131
Evans Products: May p. 117
Executive Jet Aviation: May p. 137

– F –

FMC: May p. 117
Fairchild Camera & Instrument: Jan. p. 72; Mar. p. 122; June p. 42
Fairchild Hiller: May p. 80
Fairless Works: Mar. p. 139
Fantus: Mar. p. 113
Fedders: Mar. p. 115
Federal-Mogul: Mar. p. 218
Fidelity-Philadelphia Trust: Feb. p. 99
Fidelity Union Life Insurance: May p. 43
Fisher Scientific: Mar. p. 40
Flying Tiger: May p. 120, 121, 122
Foote, Cone & Belding: Mar. p. 92
Ford Motor Corp.: Jan. p. 48; Mar. 152; May p. 43, 107

– G –

Garrett Corp.: May p. 107
General American Transportation: May p. 173, 210
General Candy: Apr. p. 50
General Dynamics: June p. 32, 97
General Electric: Jan. p. 47; Mar. p. 116, 156, 158, 159, 160, 196
General Foods: Jan. p. 51, 52 (x)
General Instrument: June p. 45
General Motors: May p. 43, 160; June p. 75
General Precision: June p. 76, 97
Georgia-Pacific: Mar. p. 43
Global Cargo: May p. 184
Goodyear Tire & Rubber: May p. 201; June p. 86
Grace Line: May p. 114, 127
Great Northern Railway: May p. 173, 174, 180
Grumman Aircraft Engineering: May p. 107; June p. 32

– H –

Halliburton: Mar. p. 132
Hamilton Paper: Mar. p. 143
Handy & Harman: Feb. p. 41, 42, 43, 70, 71, 74, 75, 76 (x)
Haughton Elevator: Mar. p. 174
Heery & Heery: Mar. p. 228
Hertz: May p. 138, 209
Heublein: Jan. p. 34, 35, 36
Hewlitt-Packard: June p. 86, 97
H.I. Thompson Fibre Glass: June p. 75
Honeywell: Mar. p. 132; May p. 123, 224, 226
Honolulu Air Cargo: May p. 184
Hooker Chemical: May p. 139
Howmet: Mar. p. 210

– I –

Idaho Power: Mar. p. 44
Infrared Industries: Mar. p. 200
Integrated Container Service: May p. 241
International Business Machine: Mar. p. 63, 128, 129, 151, 152, 156; June p. 45, 63
International General Electric: June p. 86
International Industries: June p. 53
International Minerals & Chemical: Mar. p. 224
Interstate Motor Freight System: May p. 118
Interstate System: May p. 114
Iowa Beef Packers: Jan. p. 34, 85, 86, 87
Irving Air Chute: May p. 44

– J –

J.P. Stevens: Mar. p. 133
Jim Walter: May p. 51
Johnson Service: Mar. p. 194

– K –

KLM: May p. 228
Kearney & Trecker: Jan. p. 41, 72
Kelsey-Hayes: May p. 79; June p. 66
Keydata: Mar. p. 156
Kitchens of Sara Lee: Mar. p. 128, 129
Knapp Bros. Shoe Manufacturing: May p. 74
Koppers: Mar. p. 43
Kramer-Consolidated Freight Lines: May p. 184
Kroehler Manufacturing: Mar. p. 84
Kulicke & Soffa Industries: June p. 45

– L –

LaClede Gas Co. of St. Louis: Feb. p. 70
La France Precision Casting: Mar. p. 123
Langston: Mar. p. 158, 159, 160
Lear Siegler: Jan. p. 90; Feb. p. 63, 64; Apr. p. 83 (x)
Lease Plan International: May p. 138
L.F. Grammes & Sons
Lehigh Valley Industries: May p. 47
Lehn & Fink Products: Jan. p. 55
Libbey-Owens-Ford Glass: May p. 44
Life Insurance Agency Management: Mar. p. 64
Link-Belt: May p. 190
Lippincott & Marguiles: Apr. p. 51
Litton Industries: May p. 32, 33, 34, 35, 53, 54, 59, 60, 62, 63, 65, 126 (x)
Lockheed Aircraft: Jan. p. 41; Mar. p. 228, May p. 189
Lockheed Georgia: Jan. p. 48; Mar. p. 145; Apr. p. 85
Lockwood Greene Engineers: Mar. p. 112
Lykes Bros. Steamship: May p. 127

– M –

Mack Trucks: May p. 186
Maremont: Feb. p. 97
Marketing Survey & Research: Mar. p. 40
Martin Marietta: June p. 98
Maser Optics: Apr. p. 83
Masonite: Mar. p. 43
Massey-Ferguson: Mar. p. 159
Matson Navigation: May p. 114, 126
Maxson Electronics: Mar. p. 133
Maytag: May p. 78; June p. 85
McCord: May p. 44
Mead Johnson: Feb. p. 98
Miles Laboratory: May p. 209
Minnesota Mining and Manufacturing: June p. 75
Mississippi Valley Barge Line: May p. 148
Monsanto: May p. 205
Moore-McCormack: May p. 113, 114, 126, 241, 242
Morgan Guaranty Trust: Mar. p. 59, 60
Morrison Steel: Apr. p. 84
Motorola: June p. 42, 63, 98

– N –

Names Inc.: Apr. p. 51
National Air Freight Forwarding: May p. 184
National Business: Apr. p. 79, 81
National Periodical Publications: Mar. p. 51, 52 (x)
National Starch & Chemical: Mar. p. 44
National Van Lines: May p. 144
New York Central Railroad: May p. 105, 114, 158, 174, 179, 180, 239
Noland: Mar. p. 55, 57 (x)
North American Car: May p. 173, 210
North America International: May p. 241
Northern Natural Gas: Feb. p. 67
Northern Natural Gas Transportation: Feb. p. 67
Northern Pacific Railway: May p. 174
Northfolk & Western Railway: May p. 117, 180
Northrop: Apr. p. 88
Northwestern Steel & Wire: Apr. p. 88
Norton: Apr. p. 39, 106, 109
Nuclide Engineering: Apr. p. 88

– O –

Ocean Systems; June p. 76
Olin Mathieson Chemical: May p. 135, 195
Opinion Research: June p. 86
Orkin Exterminating: Mar. p. 41
Overmyer, D.H.: May p. 49 (x)

– P –

Pacific Intermountain Express: May p. 184
Pacific Northwest: May p. 173
Pan American World Airways: May p. 123, 124, 170, 223, 228
Panhandle Eastern Pipe Line: May p. 215
Papert, Koenig, Lois: Mar. p. 92
Paragon Electric: Mar. p. 175
Peabody Coal: Mar. p. 92
Pennsylvania Railroad: May p. 117, 159, 179, 240
Pennzoil: Apr. p. 88
Pepsi Cola: Apr. p. 112; June p. 38
Perkin Elmer: Jan. p. 34, 36, 83
Personal Laboratory: Mar. p. 41
Peterson, Howell & Heather, May p. 138
Planters Nut & Chocolate: Apr. p. 90
Prawl Engineering: Mar. p. 132
Prentice Hall: Apr. p. 112
Prudential Lines: May p. 150, 233

– Q –

Quaker Oats: Apr. p. 112

– R –

Radio Corp. of America: Apr. p. 92; June p. 41, 45, 63, 98
Raytheon: Jan. p. 72; Apr. p. 90
Realties Unlimited, May p. 184
Red Snapper Pipe Line: May p. 220
Reliance Electric & Engineering: Mar. p. 155; June p. 38, 39, 85
Republic Steel: Apr. p. 90
Reynolds Metals: Mar. p. 41; June p. 32
Richmond Hotels: Mar. p. 57
Rockwell-Standard Corp.. Apr. p. 43; June p. 28, 29, 30, 31, 65–70 (x)
Royal McBee: May p. 53
Rudolph Bass: Mar. p. 41
Rust Engineering: Mar. p. 224
Ryder System: May p. 138

– S –

St. Johnsbury Trucking: May p. 104
St. Louis Shipbuilding & Federal Barge: May p. 148, 149, 150
St. Regis Paper: May p. 173
Sales Aptitude Testing: Mar. p. 40
Samuel M. Langston: Mar. p. 116
Sanderson & Porter: Jan. p. 77
Santa Fe Railroad: May p. 180
Schering: Mar. p. 66
Sciaky Bros.: Apr. p. 85
Scott Paper: Mar. p. 138, 140
Scovill Schrader: Mar. p. 116
Seaboard World Airlines: May p. 123, 223, 226, 228
Sea-Land: May p. 113, 114, 125, 241
Sheffield: Jan. p. 48
Sheller Manufacturing: May p. 44
Signal Oil & Gas: Mar. p. 92
Signal-Stat: May p. 47, 48, 74
Singer: Mar. p. 158, 185, 188; May p. 209
Smith Bros.: Apr. p. 49
South Coast Corp.: May p. 51
South Shore Oil & Development: May p. 51
Southern California Gas: Feb. p. 67
Southern Pacific: May p. 179, 180, 239
Southern Railway: May p. 179
Speedways: Mar. p. 44
Sperry Rand: Mar. p. 207
Sprague Electric: Feb. p. 98
Standard Oil (Ohio): Apr. p. 90
Stanley Furniture: Mar. p. 84
Star Manufacturing: Mar. P. 123, 228
Stewart, Dougall & Associates: Jan. p. 71
Super Service Motor Freight: May p. 184

– T –

Taylor Instrument: Jan. p. 77
Tektronix: June p. 98
Teletrans: May p. 160
Tempress Research: June p. 45
Terminal Transport: May p. 158
Texas Gas Transmission: May p. 212
Texas Gulf Sulphur: Jan. p. 21
Texas Instruments: June p. 42
Texas Pharmacal: Apr. p. 50
Thomas L. Green: May p. 240
Tidewater Construction: Mar. p. 55
T.I.M.E. Freight: May p. 184
Titanium Metals Corp. of America: June p. 33
Toledo Scale: Jan. p. 48
Transco: May p. 117
Transcon Lines of L.A.: May p. 184
Transcontinental Gas Pipe Line: May p. 216
Trans World Airlines: May p. 122, 190, 228

– U –

Union Bank: Feb. p. 99
Union Camp Paper: Mar. p. 112, 183
Union Carbide: Mar. p. 224; Apr. p. 83, 92; June p. 46, 48, 75, 76 (x)
Union Pacific Railroad: May p. 117
Union Tank Car: May p. 173, 210
United Aircraft: Apr. p. 88; May p. 107, 160
United Airlines: May p. 122
United Gas Improvement: Feb. p. 67
United States Checkbook: Mar. p. 132
United States Steel: Mar. p. 37, 38, 39, 87, 89, 220; (x) Apr. p. 88; June p. 32, 39
Upjohn: Mar. p. 143
U.S. Freight: May p. 242
U.S. Lines: May p. 113, 127, 234, 241, 242
U.S. Plywood: Mar. p. 43

– V –

Varian Associates: June p. 98
Vitro: Mar. p. 84
Vulcan Manufacturing: May p. 157

– W –

Waialua Agricultural: Apr. 90
Warner-Lambert Pharmaceutical: Apr. p. 49, 50 (x)
Washington Natural Gas: May p. 209
Waterman Steamship: May p. 127, 242
Western Electric: Jan. p. 90
Westinghouse Electric: Mar. p. 176, 193, 196; Apr. p. 88, May p. 160; June p. 32, 42
Weston Instruments: Mar. p. 133
West Virginia Pulp & Paper: Mar. p. 138
Weyerhaeuser: Mar. p. 148
White Motor: May p. 160
Wolverine Shoe & Tanning: Jan. p. 34, 83
Wrather: May p. 75
W.R. Grace: Jan. p. 47; June p. 78

– X –

Xerox: June p. 38, 39

– Z –

Zenith Radio: June p. 42, 98
Zirconium Corp. of America: Apr. p. 92

AUTHOR INDEX

AUGUST, KENDALL
Utilities: Production's Lifeline — Part II Mar. 130

BALABAN, DAN
Site Selection: Industrial Gamesmanship — Part II Mar. 110
The Plant Moves House — Part II Mar. 114

BERKWITT, GEORGE J.
The Maze in New Technology — Jan. 46
The Fever in Pyrogenics — Apr. 30
Profits Under the Sea — June 32

BERRY, JOHN
A Talk With Paul Rand Dixon — Jan. 44
Comeback at Carborundum — Apr. 36
The High-Pressure Market in Auto Safety — May 43
The Idealistics Industrialists — June 46

BICKMORE, LEE S.
The Problem of Executive Dropout — Apr. 34

BLUMENTHAL, LASSOR A.
The Conquest of Inner Space — Part II Mar. 121

BOWLER, WILLIAM R.
Investing in a Local Bank? — May 36

BROOKS, THOMAS R.
Management: More Room at the Top — Part II May 104

CASLER, L.A.
The Pitfalls of Acquisitions — June 34

FOCARINO, JOSEPH
R&D: The Wondrous World of Tomorrow — Part II May 106

HAZEN, RICHARD
The Rising Tide of Water Pollution — Part II Mar. 138

HUPP, BURR W.
Distribution's Endless Route — Part II Mar. 134

KIMBALL, JOHN T.
Age of the Intuitive Manager — Jan. 42

KLEIN, HERBERT E.
Transformation in the Office — Part II Mar. 124
The High-Powered Drive in Material Handling — Part II Mar. 128

KORENVAES, PATRICIA
The Big Booming Executive Market — Feb. 47

LEVY, ROBERT
Friend of Batman — Mar. 51
Warner-Lambert's New Math — Apr. 49
Wizard of the Warehouse — May 49
The Man from UNCARB — June 46

LOUTH, JOHN D.
The Changing Face of Marketing — Apr. 46

MAREMONT, ARNOLD H.
Business Management — and Creative Thinking — May 45

McGUIRE, JOSEPH W.
Management Concepts: Fads and Fancies — Mar. 47

MURRAY, THOMAS J.
The Billion-Dollar Proposal Industry — Jan. 40
The Unique Fabricator — Feb. 41
The Big Change at U.S. Steel — Mar. 36
Rockwell-Standard's Jet Age Management — June 28

OLESKY, JOEL F.
Tex Cook vs. The Status Quo — Jan. 51
Lear-Siegler's Fast Mover — Feb. 63

OSBORN, M. SHELDON
Corporate Goals & The Outside Expert — Part II Mar. 108

PERHAM, JOHN
Entrepreneur in Ireland — Feb. 65
A Second Look at Municipal Bonds — Mar. 45
Business and Vietnam — Apr. 40
Where Are Tomorrow's Executives? — June 36

PHALON, RICHARD
Memo From An Angry Business Writer — Jan. 38

RICH, LESLIE
Can New Salesmen be Tested? — Mar. 40
The Controversy in Sales Quotas — May 47

RUTTER, RICHARD
Railroads: On the Express Track — Part II May 115

SCHLEH, EDWARD C.
The Dangerous Supervisory Gap — Feb. 57

STERN, ROBERT K.
The "Critical Path" to Management Control — Part II Mar. 137

STESSIN, LAWRENCE
Which Way for the Foreman? — Apr. 45

WEINER, JACK B.
Management's Rule-Breakers — Jan. 34
The Management of Litton Industries — May 32
Anatomy of an Acquisition — May 34

WEINGARTEN, JAALA
Booms, Rails — and ACF — Mar. 49
Private Carriage: The Flourishing Stepchild — Part II May 133
Marketing's Mobile Persuaders — June 38

D.E

INDEX TO DUN'S REVIEW AND MODERN INDUSTRY

JULY 1966 – DECEMBER 1966, VOLUME 88, NUMBERS 7–12

TITLES OF ARTICLES OF DEPARTMENTAL ITEMS LISTED UNDER ALPHABETICAL SUBJECT INDEX

KEY TO DEPARTMENTAL ITEMS:

(L) The Labor Front
(s) Sales and Marketing
(i) Executive Investor

– B –

BANKING

A False Alarm in CDs? Dec. 43

– C –

COMPANIES

Management Alchemy at Stauffer Chemical July 33
Renaissance Man in B.V.D.s July 41
Campbell's Recipe for Growth Aug. 27
A Guy Named Joe Aug. 38
Can He Turn on Philco? Aug. 39
The Quiet Aggression of Mobil Oil Sept. 34
Triple-Threat Entrepreneur Sept. 46
Hourglass Figure Sept. 47
Why Things Go Better at Coke Oct. 28
Coca-Cola: "The Greatest Franchise of All" Oct. 31
The English Unorthodoxy of Marks & Spencer Oct. 45
Tales of Fontaine Oct. 50
Man With the Power Oct. 50
The Mark of Zippo Oct. 53
The High-Stakes Strategy of American Tobacco Nov. 43
The Gasman Cometh Nov. 60
The Flying Dutchman Nov. 60
The Friendly Undertaker Nov. 69
The Hard Drive of White Motor Dec. 37
Chemway's Way Dec. 45

– E –

ECONOMICS

The Economy: What Next Sept. 30
The Flaw in the New Economics Oct. 41
Thurman Arnold on Economic Folklore of 1966 Nov. 10
Why Britain Froze Wages Dec. 32
Prices Must Rise! Dec. 34

EXECUTIVE

How Do You Keep Executives? July 35
A Plea for the Abrasive Personality Nov. 48

– F –

FINANCE

The Masters of Cash Flow Management July 30
Corporate Mistakes on Wall Street Oct. 36

– G –

GOVERNMENT

Theodore Sorenson on Business and Washington July 8
The Insider and the SEC Sept. 38
Bobby Kennedy and the Businessman Oct. 32
The Trouble with Antitrust Nov. 50

– I –

INDUSTRIES

The Coming Boom in Pro Basketball Nov. 52

INTERNATIONAL

George C. Lodge on business in Latin America Aug. 8
Leon M. Herman on U.S. Business Opportunities in Russia Sept. 8

– L –

LABOR

Does "Zero Defects" Really Work? Aug. 24
The "Hard" Look in Employee Appraisal Sept. 41
Managing Your Manpower Sept. 49
George W. Taylor on Trends in Labor-Management Relations Oct. 8

– M –

MANAGEMENT

Women – Industry's Newest Challenge Aug. 36
Open-Window Theory of Executive Conferences Oct. 34
Where Young Managers Move Ahead Oct. 39
The Dilemma With Directors Oct. 48
Middle Managers vs. the Computer Nov. 40
And Now – The Captive Consultant Nov. 57
The Muddle in Management Motivation Dec. 28

MARKETING

The Solid Gold Skyscraper July 45
Third Man's Theme Aug. 43

MARKETS

The Business Markets
Major Company Headquarters Market Section I Part II July 71-83
Major Company Manufacturing Market Section II Part II July 89-119
Key Company Manufacturing Market Section III Part II July 127-129

-O-

OFFICE

The Information Revolution	Part II Sept.	130
Working Environment	Part II Sept.	132
General Office Machines	Part II Sept.	134
Copying, Duplicating and Printing	Part II Sept.	136
Accounting Machines	Part II Sept.	138
Electronic Data Processing	Part II Sept.	140
Data Acquisition and Display	Part II Sept.	143
Information Storage and Retrieval	Part II Sept.	145
Telecommunication	Part II Sept.	149
Business Systems and Forms	Part II Sept.	151
Communication Aids	Part II Sept.	153
"Public Utility" Data Services	Part II Sept.	155
Office Services	Part II Sept.	157

-P-

PACKAGING

Design at the Top	Part II Nov.	135
The Test of the Total Product	Part II Nov.	139
The Sophisticated Materials	Part II Nov.	144
Upgrading the Industrial Package	Part II Nov.	145
Packaging and the Distribution Grind	Part II Nov.	148
An International Infant	Part II Nov.	151

PUBLISHING

The Boom in Bibles	July	39

-R-

RATIOS

The Ratios of Retailing	Sept.	52
Ratios of the Wholesalers	Oct.	60
The Ratios of Manufacturing	Nov.	72

-S-

SALES

The Ins and Outs of Sales Training	Aug.	35
The Sales Manager's Alter Ego	Nov.	59

STOCKS

High-Flying Airline Stocks	July	61
Some Attractive Stocks	Sept.	115
Communication Stocks	Oct.	137

-T-

TECHNOLOGY

The High Rise in Hydraulics	Sept.	43

COMPANY INDEX

KEY: (x) Company Story

– A –

Abex: Sept. p. 44
Abbott Laboratories: Sept. p. 115
Addressograph Multigraph: Sept. p. 136, 143, 179
Alan Wood Steel: Oct. p. 48
American Can: Nov. p. 139, 144
American Home Products: Sept. p. 115
American Telephone & Telegraph: Sept. p. 67; Oct. p. 66
American Viscose: July p. 53
American Tobacco: Nov. p. 42, 103 (x)
Automatic Sprinkler: Nov. p. 127
Apco Oil: Aug. p. 37; Dec. p. 36
Area Consultants: Sept. p. 49
Armstrong Cork: Sept. p. 133
Ashland Oil Refining: Dec. p. 28
Atlantic Richfield: Oct. p. 48; Dec. p. 36

– B –

Bell & Howell: Sept. p. 137, 151, 207
Bendix: Oct. p. 51
Benton & Bowles: July p. 36
B.F.S. Psychological Assoc.: Aug. p. 25
Booz, Allen & Hamilton: July p. 35
Bristol – Myers: Nov. p. 144
Brown Shoe: Nov. p. 51
Bruning: Sept. p. 137
Bruns Nordeman: Oct. p. 36
Burnham: Oct. p. 37
Burroughs: Aug. p. 68; Sept. p. 134, 139, 140; Nov. p. 109
B.V.D.: July p. 41 (x)

– C –

California Packing: Aug. p. 29
Cambridge University Press: July p. 40
Campbell Soup: Aug. p. 27 (x)
Carolina Freight Carriers: Nov. p. 148
Carrier: Sept. 133
Case (J.I.): Dec. p. 75
Chase Manhattan Bank: July p. 36; Sept. p. 85; Oct. p. 41
Chemical Bank New York Trust: Aug. p. 65; Dec. p. 43
Chemway: Dec. p. 45 (x)
Chromalloy: Sept. p. 154
Chun King Foods: Nov. p. 135
Cincinnati Milling Machine: Sept. p. 80
Clark Equipment: Nov. p. 40
Coca-Cola: Oct. p. 29 (x)
Coca-Cola Bottling of Cincinnati: Oct. p. 31
Coca-Cola Bottling of Georgia: Oct. p. 31
Coca-Cola Bottling of Louisiana: Oct. p. 116
Coca-Cola Bottling of Los Angeles: Oct. p. 31
Coca-Cola Bottling of New York: Oct. p. 31
Coca-Cola Bottling of Rhinelander, Wisconsin: Oct. p. 31
Coca-Cola Bottling of Rome: Oct. p. 31
Coca-Cola Bottling of San Antonio: Oct. p. 31
Colgate-Palmolive: Dec. p. 75
Collins, Wm. & Sons: July p. 39
Commonwealth Life Ins.: Dec. p. 75
Communications Satellite: Oct. p. 137
Consolidated Food: Oct. p. 36
Continental Steel: Oct. p. 48
Continental Telephone: Oct. p. 137
Control Data: Sept. p. 211
Corning Glass: Aug. p. 71
Creole Petroleum: Aug. p. 9
Curtis Publishing: Sept. p. 40
Cutter Laboratories: Sept. p. 115

– D –

Dennison Cost-Controllers: Sept. p. 137
Dennison Manufacturing: Aug. p. 35
Deere: Dec. p. 37, 75
Detroit Edison: July p. 36, 59
Dick (A.B.): Sept. p. 197
Dictaphone: Sept. p. 157
Doubleday: July p. 39, 40
Dow Jones: Oct. p. 37
Duncan Foods: Nov. p. 144
Dupont: July p. 31, 35; Sept. p. 87

– E –

Eastern Air Lines: Dec. p. 29, 67
Eastman Dillon Union Securities: Oct. p. 37
Eastman Kodak: July p. 31; Nov. p. 58
Emery Air Freight: Sept. p. 47 (x)
Empire State Building Associates: July p. 45
Equitable Life Assurance: Sept. p. 41, 73
Erie Enameling: Oct. p. 35
Executive: Sept. p. 154

– F –

Fairchild Camera and Instrument: Sept. p. 197
Falstaff Brewing: Aug. p. 38 (x)
Farmers New World Life Insurance: Dec. p. 75
Fiat Motor: Sept. p. 94
First National City Bank of New York: July p. 35
Florida Power & Light: Dec. p. 75
Ford Motor: Aug. p. 39; Sept. p. 60D
Foremost Dairies: Nov. p. 51
Friden: Sept. p. 139

– G –

Gardner-Denver: Aug. p. 35
General Electric: July p. 36; Sept. p. 149, 156; Nov. p. 40, 57, 58; Dec. p. E66A
General Foods: Aug. p. 64
General Motors: Dec. E66A
General Telephone: Oct. p. 137
Ginn & Co.: Aug. p. 71
Goodrich (B.F.): Dec. p. 35
Grace (W.R.): Oct. p. 48, 49
Gulf & Western: Nov. p. 127
Georgia-Pacific: Sept. p. 39

– H –

Hawaiian Telephone: Oct. p. 137
Heinz: Aug. p. 29
Honeywell: Sept. p. 133
Houdaille Industries: Oct. p. 123
Hudson Pulp & Paper: Nov. p. 112
Hughes Tool: Aug. p. 52
Hutton (E.F.): Oct. p. 38

– I –

Illinois Gas: Dec. p. 68
Indiana General: Nov. p. 60 (x)
Inland Steel: Oct. p. 89
International Business Machines: July p. 31, 35, 36; Sept. p. 154, 155, 165, 166; Nov. 145
International Minerals & Chemical: Nov. p. 58; Dec. p. 24
International Nickel: Dec. p. 75
International Shoe: Nov. p. 108
International Telephone & Telegraph: July p. 59; Aug. p. 71; Oct. p. 38; Dec. p. 31, 67

– J –

Jonathan Logan: Dec. p. 75
John Hancock Mutual Life Ins.: Sept. p. 133
John's Bargain Stores: Nov. p. 69
Johnson & Johnson: July p. 35, 36
Johnson Services: Sept. p. 132

– K –

Kaiser Aluminum & Chemical: Oct. p. 39
Kearney & Trecker Corp.: Sept. p. 79
Kendall: Nov. p. 135
Kenney Service: Aug. p. 71
Kenyon & Eckhardt: July p. 36
Kimberly-Clark: Dec. p. 75

– L –

Lamson & Sessions: Dec. p. 36
Leeds & Northrup: Dec. p. 35
Lever Bros.: Nov. p. 40
Levitt & Sons: Oct. p. 39
Libbey-Owens-Ford: July p. 51
Libby, McNeil & Libby: Aug. p. 29; Oct. p. 48
Li'l General Stores: Oct. p. E66C
Lippincott, J.B.: July p. 39
Litton Industries: Sept. p. 158, 193; Nov. p. 127
Louisiana Land & Exploration: July p. 30

– M –

Macys (R.H.): Oct. p. 40
Magnolia Homes: Sept. p. 133
Manpower: Sept. p. 157; Oct. p. 51
Mansfield Tire & Rubber: Aug. p. 37
Maremont: Nov. p. 48
Marks & Spencer: Oct. p. 45
Martin-Marietta: Aug. p. 26
Maynard (H.B.): Nov. p. 42
McGraw-Edison: Sept. p. 158
McKinsey: Dec. p. 29
Mead Corp.: Aug. p. 37
Mead Johnson: Sept. p. 115
Measuregraph: Oct. p. E66c
Merrill, Lynch, Pierce, Fenner & Smith: Oct. p. 37
Metropolitan Life Ins.: Nov. p. 107
Michigan Consolidated Gas: Sept. p. 46(x)
Midland-Ross: Dec. p. 36
Minnesota Mining & Manufacturing: Sept. p. 133, 207
Mobil Oil: Sept.: p. 35 (x)
Montgomery Ward: July p. 59; Oct. p. E70A
Mosler Safe: Sept. p. 209
Motorola: Aug. p. 65

– N –

National Bible Press: July p. 40
National Biscuit: Nov. p. 135
National Cash Register: Sept. p. 134, 155, 174, 209; Oct. p. 49
National Equities: Nov. p. 52
National Starch & Chemical: Aug. p. 37
New York Central Railroad: July p. 51
Northeast Airlines: July p. 31
Nye & Whitehead: Oct. p. 38

– O –

Olin Mathieson: Oct. p. 40; Nov. p. 127
Olivetti Underwood: Sept. p. 135, 139
Overmyer Network: Aug. p. 52
Owens-Illinois: Nov. p. 151
Oxford University Press: July p. 39, 40

– P –

Pacific Coca-Cola Bottling: Oct. p. 31
Parker & Hannifin: Sept. p. 44
Pennsylvania Railroad: Nov. p. 42
Pepsi-Cola: Oct. p. 29
Pershing: Oct. p. 37
Pet: Dec. p. 31
Pfizer (Charles): Aug. p. 68, 69; Sept. p. 115; Nov. p. 135
Philco: Aug. p. 39 (x)
Phillips Petroleum: Nov. p. 135
Pitney-Bowes: Nov. p. 59, 111
Potlatch Forests: Aug. p. 37; Oct. p. 49
Procter & Gamble: Dec. p. 75
Psychological Corp.: July p. 36

– R –

Radio Corp. of America: Sept. p. 199; Oct. p. E66c
Rayonier: July p. 31, 32; Oct. p. 48
Recognition Equipment: Sept. p. 143
Rexall Drug & Chemical: Aug. p. 37
Reynolds (R.J.): Nov. p. 43
Reynolds Metals: Nov. p. 145
Rochester Telephone: Oct. p. 137
Rothschild (L.F.): Oct. p. 37

– S –

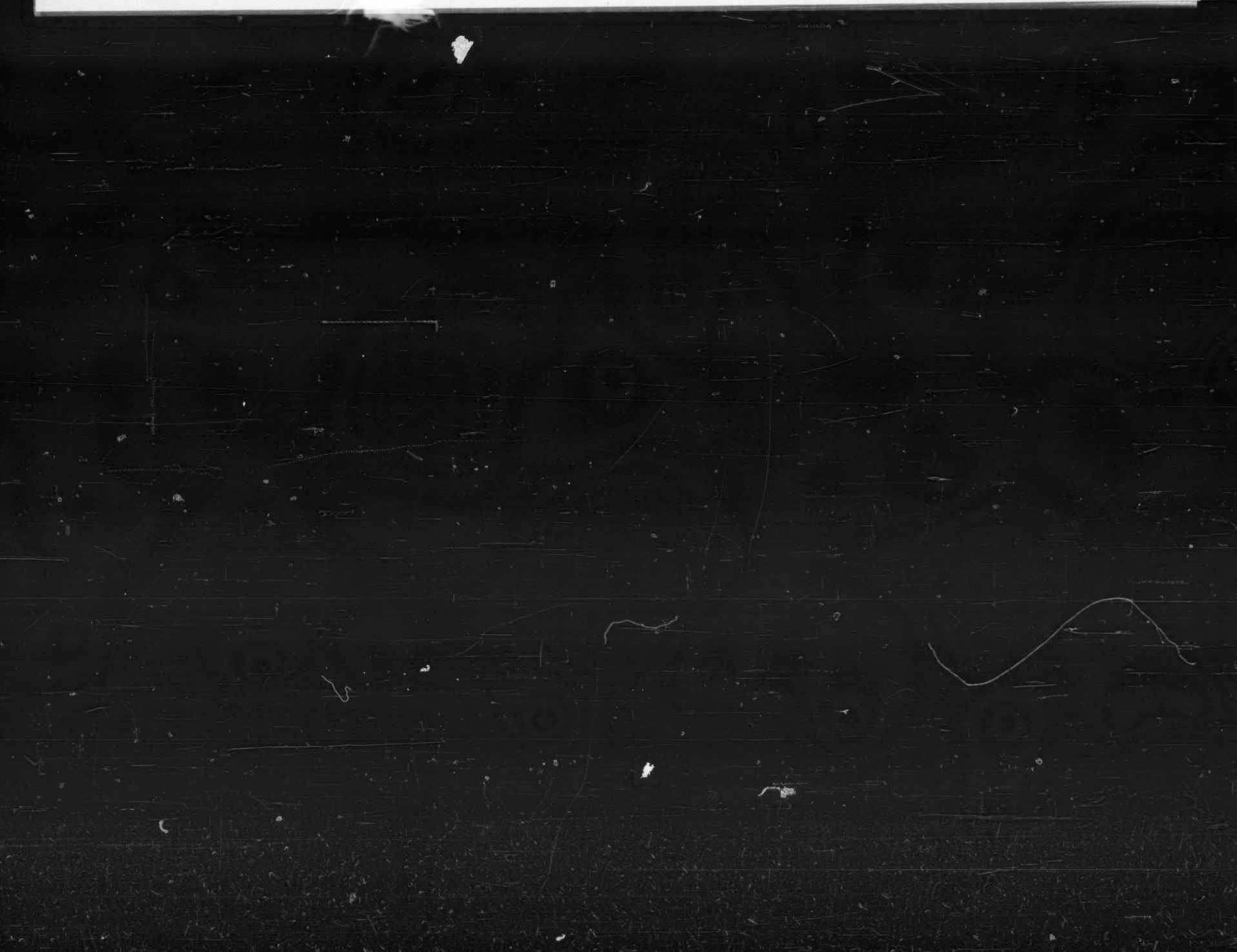
Schering: Sept. p. 115
Scientific Data Systems Services: Sept. p. 155
SCM: Sept. p. 139
Searle, G.D.: July p. 31
Sears Roebuck: July p. 59
Seidman & Seidman: Nov. E110A
Selma: Nov. E110A
Singer: Dec. p. 30
Smith, Barney: Oct. p. 36
Spaulding & Bros.: Aug. p. 36; Dec. p. 3
Sperry Rand: Sept. p. 139, 146, 199
Squibb (E.R.): Nov. p. 111
Standard & Poor's: Oct. p. 37
Standard Oil: July p. 59
State Farm Mutual Automobile Ins.: Oct. p. 40
Stauffer Chemical: July p. 33; Oct. p. 48 (x)
Sterling Drug: Dec. p. 36
Stokely-Van Camp: Aug. p. 29
Stone & Webster: July p. 3, 30, 51
Storer Broadcasting: July p. 31
Sunshine Biscuit: Nov. p. 103

– T –

Texas Eastern Transmission: Oct. p. 119; Nov. p. 60 (x)
Texas Gulf Sulphur: Sept. p. 39
Textron: Nov. p. 127; Dec. p. 29, 69
Times Mirror: Oct. p. 48; Dec. p. 36
Trane: Sept. p. 133
TRW: Dec. p. 70
Tubos de Acero de Mexico: Oct. p. E66F
Tucson Federal Savings Tower: Sept. p. 132

– U –

Union Carbide: Sept. p. 49; Nov. p. 58, 145
Union Tank Car: July p. 31, 32, 51
United Artists: Oct. p. 36
United Biscuit: Aug. p. 43
U.S. Plywood: Nov. p. 112
U.S. Rubber: Sept. p. 66
U.S. Steel: Oct. p. 89
United Utilities: Oct. p. 137
Upjohn: Aug. p. 71; Sept. p. 115
Universal Oil Products: Aug. p. 71



– V –
Victor Comptometer: Sept. p. 135, 154
Vulcan Corp.: Aug. p. 37

– W –
Walston: Oct. p. 37
Walter Kidde: Nov. p. 127
Warner-Lambert: Sept. p. 115
Western Union: Sept. p. 203
Western Power & Gas: Sept. p. 137
Westinghouse Electric: Aug. p. 67
White Motor: Dec. p. 37 (x)
White, Weld & Co.: Dec. p. E66A
Wiesenberger: Oct. p. 37
Wilson & Co.: Aug. p. 37
Wood, Struther & Winthrop: Oct. p. 37

– X –
Xerox: July p. 31; Sept. p. 42, 136, 137; Nov. p. E110A

– Z –
Zippo: Oct. p. 53

AUTHOR INDEX

BERKWITT, GEORGE J.
Does "Zero Defects" Really Work? Aug. 24
The High Rise in Hydraulics Sept. 43
Middle Managers vs. the Computer Nov. 40

BERRY, JOHN
The Hard Drive of White Motor Dec. 37

BERRY, WARREN
Triple-Threat Entrepreneur Sept. 46

BRICE, M.A.
The Sales Manager's Alter Ego Nov. 59

BUTLER, WILLIAM F.
The Flaw in the New Economics Oct. 41

FRANK, JEROME P.
Upgrading the Industrial Package Nov. 145

GRAHAM, ROBERT E.
An International Infant Nov. 151

HARROD, SIR ROY
Why Britain Froze Wages Dec. 32

HAUSER, ALFRED H.
A False Alarm in CDs? Dec. 43

KLASSEN, E.T.
The Test of the Total Product Nov. 139

LEVY, ROBERT
The Boom in Bibles July 39
Renaissance Man in B.V.D.s July 41
A Guy Named Joe Aug. 38
Hourglass Figure Sept. 47
Tales of Fontaine Oct. 50
Man With The Power Oct. 50
The Flying Dutchman Nov. 60
Chemway's Way Dec. 45

MAREMONT, ARNOLD H.
A Plea for the Abrasive Personality Nov. 48

MURRAY, THOMAS J.
Executive Investment: Citrus Groves Aug. 33
The Quiet Aggression of Mobil Oil Sept. 34
Corporate Mistakes on Wall Street Oct. 36
The Coming Boom in Pro Basketball Nov. 52
Prices Must Rise! Dec. 34

OSBORN, M. SHELDON
Design at the Top Nov. 135

PERHAM, JOHN
Manpower Alchemy at Stauffer Chemical July 33
Women – Industry's Newest Challenge Aug. 36
The Economy – What Next? Sept. 30

PHALON, RICHARD
The Insider and the SEC Sept. 38

RICH, LESLIE
The Ins and Outs of Sales Training Aug. 35
Where Young Managers Move Ahead Oct. 39

ROSEN, GERALD
Bobby Kennedy and the Businessman Oct. 32

ROSS-SKINNER, JEAN
The English Unorthodoxy of Marks & Spencer Oct. 45

SPENCER, HERBERT R.
Open-Window Theory of Executive Conferences Oct. 34

TAYLOR, WILLIAM J.
Packaging and the Distribution Grind Nov. 148

THACKRAY, JOHN
The Dilemma with Directors Oct. 48

WEINER, JACK B.
The Masters of Cash-Flow Management July 30
Campbell's Recipe for Growth Aug. 27
Can He Turn On Philco? Aug. 39
Why Things Go Better at Coke Oct. 28
Coca-Cola: "The Greatest Franchise of All" Oct. 31
The High-Stakes Strategy of American Tobacco Nov. 43
The Muddle in Management Motivation Dec. 28

WEINGARTEN, JAALA
How Do You Keep Your Executives? July 35
The 'Hard' Look in Employee Appraisal Sept. 41
And Now – the Captive Consultant Nov. 57

WRIGHT, M.A.
The Trouble With Antitrust Nov. 50